This listing of claims will replace all prior versions, and listings, of claims in the application:

1   Claim 1 (currently amended): A <u>computer-implemented</u>
2   method for facilitating the comparison of different ad
3   landing pages associated with an advertiser, the
4   <u>computer-implemented</u> method comprising:
5   a) for an ad to be served, automatically selecting<u>,</u>
6   <u>using a computer system including at least one</u>
7   <u>processor and at least one storage device,</u> one of a
8   plurality of candidate ad landing pages associated
9   with the advertiser;
10   b) automatically assembling<u>, using the computer</u>
11   <u>system,</u> the ad to include a link to the selected ad
12   landing page;
13   c) serving<u>, using the computer system,</u> the
14   assembled ad; and
15   d) tracking<u>, using the computer system,</u> a
16   performance of the ad in combination with the
17   automatically selected ad landing page, such that,
18   for the ad, a performance for each of the plurality
19   of candidate landing pages, linked from the ad when
20   serving the ad, is separately tracked,
21   wherein the performance of the ad in combination
22   with the automatically selected ad landing page tracked
23   is at least one of conversion per impression
24   performance, conversion per selection performance, sales
25   per ad selection, sales per ad impression, earnings per
26   ad selection, and earnings per ad impression.

1   Claim 2 (currently amended): The <u>computer-implemented</u>
2   method of claim 1 wherein the act of automatically

2

3 selecting one of a plurality of candidate ad landing
4 pages is performed in a round-robin manner.

1 Claim 3 (currently amended): The <u>computer-implemented</u>
2 method of claim 1 wherein the act of automatically
3 selecting one of a plurality of candidate ad landing
4 pages is performed using a random selection function.

Claim 4 (canceled)

1 Claim 5 (currently amended): The <u>computer-implemented</u>
2 method of claim 1 further comprising:
3   e) determining, <u>using the computer system,</u> whether
4   or not to automatically designate one of the
5   plurality of candidate ad landing pages using a
6   comparison of their respective performance and an
7   auto-designation policy; and
8   f) automatically designating, <u>using the computer</u>
9   <u>system,</u> the one of the plurality of candidate ad
10   landing pages if it was determined to designate it.

1 Claim 6 (currently amended): The <u>computer-implemented</u>
2 method of claim 5 wherein the performance of the ad in
3 combination with the automatically selected ad landing
4 page tracked is at least one of conversion per impression
5 performance, conversion per selection performance, sales
6 per ad selection, sales per ad impression, earnings per
7 ad selection, and earnings per ad impression.

1 Claim 7 (currently amended): The <u>computer-implemented</u>
2 method of claim 1 further comprising:

3

3   e)   accepting, using the computer system, a request

4   for performance information of the ad; and

5   f)   providing, using the computer system, the

6   performance information of the ad for each of the

7   plurality of candidate ad landing pages with which

8   the ad was served to the requester.

1   Claim 8 (currently amended): The computer-implemented

2   method of claim 7 wherein the performance information of

3   the ad provided for each of the plurality of candidate ad

4   landing pages with which the ad was served, is at least

5   one of conversion per impression performance, conversion

6   per selection performance, sales per ad selection, sales

7   per ad impression, earnings per ad selection, and

8   earnings per ad impression.

1   Claim 9 (currently amended): The computer-implemented

2   method of claim 7 further comprising:

3   g)   accepting, using the computer system, a manual

4   ad landing page designation instruction; and

5   h)   designating, using the computer system, one of

6   the plurality of candidate ad landing pages using

7   the manual ad landing page designation instruction.

1   Claim 10 (currently amended): The computer-implemented

2   method of claim 9 wherein the performance of the ad in

3   combination with the automatically selected ad landing

4   page tracked is at least one of conversion per impression

5   performance, conversion per selection performance, sales

6   per ad selection, sales per ad impression, earnings per

7   ad selection, and earnings per ad impression.

4

1 Claim 11 (currently amended): The <u>computer-implemented</u>
2 method of claim 1 further comprising:
3   e) normalizing<u>, using the computer system,</u> the
4   performance of the ad in combination with the
5   automatically selected ad landing page to remove ad
6   landing page independent factors that may influence
7   the ad performance.

1 Claim 12 (currently amended): The <u>computer-implemented</u>
2 method of claim 1 wherein the plurality of candidate ad
3 landing pages are different in at least one of the
4 following (A) different information, (B) different
5 products offered for sale, (C) different services offered
6 for sale, (D) different product prices, (E) different
7 service prices, (F) different formatting, and (G)
8 different shipping charges.

1 Claim 13 (currently amended): A <u>computer-implemented</u>
2 method for facilitating the comparison of different (ad
3 landing page, ad creative) combinations associated with
4 an advertiser, the <u>computer-implemented</u> method
5 comprising:
6   a) for an ad to be served, automatically selecting<u>,</u>
7   <u>using a computer system including at least one</u>
8   <u>processor and at least one storage device,</u> one of a
9   plurality of candidate (ad landing page, ad
10   creative) combinations, at least some of the
11   combinations including different ad landing pages
12   associated with the advertiser;
13   b) automatically assembling<u>, using the computer</u>
14   <u>system,</u> the ad to include the selected ad creative

5

15   and the selected ad landing page of the selected {ad

16   landing page, ad creative} combination;

17   c)   serving, using the computer system, the

18   assembled ad; and

19   d)   tracking, using the computer system, a

20   performance of the ad in combination with the

21   automatically selected {ad landing page, ad

22   creative} combinations, such that, for the ad, a

23   performance for each of the plurality of {ad landing

24   page, ad creative} combinations, used when serving

25   the ad, is separately tracked,

26   wherein the performance of the ad in combination

27 with the automatically selected {ad landing page, ad

28 creative} combinations tracked is at least one of

29 conversion performance, sales per ad selection, sales per

30 ad impression, earnings per ad selection, and earnings

31 per ad impression.

Claim 14 (canceled)

1   Claim 15 (currently amended): The computer-implemented

2   method of claim 13 wherein the plurality of candidate ad

3   landing pages are different in at least one of the

4   following (A) different information, (B) different

5   products offered for sale, (C) different services offered

6   for sale, (D) different product prices, (E) different

7   service prices, (F) different formatting, and (G)

8   different shipping charges.

1   Claim 16 (currently amended): A computer-implemented

2   method for comparing facilitating the comparison of

3   different {ad landing page, ad serving criteria}

6

4   combinations associated with an advertiser, the

5   computer-implemented method comprising:

6   a) for an ad to be served, automatically selecting,

7   using a computer system including at least one

8   processor and at least one storage device, one of a

9   plurality of candidate {ad landing page, ad serving

10   criteria} combinations, at least some of the

11   combinations including different ad landing pages

12   associated with the advertiser;

13   b) automatically assembling, using the computer

14   system, the ad to include the selected ad landing

15   page of the selected {ad landing page, ad serving

16   criteria} combination;

17   c) serving, using the computer system, the

18   assembled ad; and

19   d) tracking, using the computer system, a

20   performance of the ad in combination with the

21   automatically selected {ad landing page, ad serving

22   criteria} combination, such that, for the ad, a

23   performance for each of the plurality of {ad landing

24   page, ad serving criteria} combinations, used when

25   serving the ad, is separately tracked,

26   wherein the performance of the ad in combination

27   with the automatically selected {ad landing page, ad

28   serving criteria} combination tracked is at least one of

29   conversion performance, sales per ad selection, sales

30   per ad impression, earnings per ad selection, and

31   earnings per ad impression.

Claim 17 (canceled)

7

1 Claim 18 (currently amended): The <u>computer-implemented</u>

2 method of claim 16 wherein the plurality of candidate ad

3 landing pages are different in at least one of the

4 following (A) different information, (B) different

5 products offered for sale, (C) different services offered

6 for sale, (D) different product prices, (E) different

7 service prices, (F) different formatting, and (G)

8 different shipping charges.

1 Claim 19 (currently amended): A <u>computer-implemented</u>

2 method for facilitating the comparison of different types

3 of ad landing pages associated with an advertiser, the

4 <u>computer-implemented</u> method comprising:

5   a) for an ad to be served, automatically selecting<u>,</u>

6   <u>using a computer system including at least one</u>

7   <u>processor and at least one storage device,</u> one of a

8   plurality of candidate ad landing pages associated

9   with the advertiser, wherein each of the plurality

10   of candidate ad landing pages has a different type;

11   b) automatically assembling<u>, using the computer</u>

12   <u>system,</u> the ad to include the selected ad landing

13   page;

14   c) serving<u>, using the computer system,</u> the

15   assembled ad; and

16   d) tracking<u>, using the computer system,</u> a

17   performance of a set of ads in combination with the

18   type of automatically selected ad landing page, such

19   that, for the ad, a performance for each of the

20   plurality of types of landing page, used when

21   serving the ad, is separately tracked,

22   wherein the performance of the set of ads in

23 combination with the type of automatically selected ad

8

24 landing page tracked is at least one of conversion per

25 impression performance, conversion per selection

26 performance, sales per ad selection, sales per ad

27 impression, earnings per ad selection, and earnings per

28 ad impression.

1 Claim 20 (currently amended): The <u>computer-implemented</u>

2 method of claim 19 wherein the different types of ad

3 landing pages have different formatting styles.

Claims 21-27 (canceled)

1 Claim 28 (previously presented): Apparatus for

2 facilitating the comparison of different ad landing pages

3 associated with an advertiser, the apparatus comprising:

4   at least one processor;

5   at least one input/output interface unit; and

6   at least one storage device, the storage device

7 storing program instructions which, when executed by the

8 at least one processor, perform a method including:

9   a) automatically selecting one of a plurality of

10   candidate ad landing pages associated with the

11   advertiser for an ad to be served;

12   b) automatically assembling the ad to include a

13   link to the selected ad landing page;

14   c) serving the assembled ad; and

15   d) tracking a performance of the ad in combination

16   with the automatically selected ad landing page,

17   such that, for the ad, a performance for each of the

18   plurality of candidate landing pages, linked from

19   the ad when serving the ad, is separately tracked,

9

20   wherein the performance of the ad in combination

21   with the automatically selected ad landing page tracked

22   is at least one of conversion per impression performance,

23   conversion per selection performance, sales per ad

24   selection, sales per ad impression, earnings per ad

25   selection, and earnings per ad impression.

1   Claim 29 (previously presented): The apparatus of claim

2   28 wherein the act of automatically selecting one of a

3   plurality of candidate ad landing pages performs the

4   selection in a round-robin manner.

1   Claim 30 (previously presented): The apparatus of claim

2   28 wherein the act of automatically selecting one of a

3   plurality of candidate ad landing pages performs the

4   selection using a random selection function.

1   Claim 31 (previously presented): The apparatus of claim

2   28 wherein the performance of the ad in combination with

3   the automatically selected ad landing page tracked is at

4   least one of conversion per impression performance,

5   conversion per selection performance, sales per ad

6   selection, sales per ad impression, earnings per ad

7   selection, and earnings per ad impression.

1   Claim 32 (previously presented): The apparatus of claim

2   28, wherein the program instructions, which, when

3   executed by the at least one processor, perform the

4   method further including:

5   e) determining whether or not to automatically

6   designate one of the plurality of candidate ad

10

7   landing pages using a comparison of their respective
8   performance and an auto-designation policy; and
9   f)   automatically designating the one of the
10   plurality of candidate ad landing pages if it was
11   determined to designate it.

1   Claim 33   (previously presented):   The apparatus of claim
2   32 wherein the performance of the ad in combination with
3   the automatically selected ad landing page tracked is at
4   least one of conversion per impression performance,
5   conversion per selection performance, sales per ad
6   selection, sales per ad impression, earnings per ad
7   selection, and earnings per ad impression.

1   Claim 34 (previously presented):   The apparatus of claim
2   28, wherein the program instructions, which, when
3   executed by the at least one processor, perform the
4   method further including:
5   e)   accepting a request for performance information
6   of the ad; and
7   f)   providing the performance information of the ad
8   for each of the plurality of candidate ad landing
9   pages with which the ad was served to the requester.

1   Claim 35 (previously presented):   The apparatus of claim
2   34 wherein the performance information of the ad provided
3   for each of the plurality of candidate ad landing pages
4   with which the ad was served, is at least one of
5   conversion per impression performance, conversion per
6   selection performance, sales per ad selection, sales per
7   ad impression, earnings per ad selection, and earnings
8   per ad impression.

1   Claim 36 (previously presented): The apparatus of claim

.2 34, wherein the program instructions, which, when

3   executed by the at least one processor, perform the

4   method further including:

5   g) accepting a manual ad landing page designation

6   instruction; and

7   h) previously presented designating one of the

8   plurality of candidate ad landing pages using the

9   manual ad landing page designation instruction.

1   Claim 37 (previously presented): The apparatus of claim

2   36 wherein the performance of the ad in combination with

3   the automatically selected ad landing page tracked is at

4   least one of conversion per impression performance,

5   conversion per selection performance, sales per ad

6   selection, sales per ad impression, earnings per ad

7   selection, and earnings per ad impression.

1   Claim 38 (previously presented): The apparatus of claim

2   28, wherein the program instructions, which, when

3   executed by the at least one processor, perform the

4   method further including:

5   e) normalizing the performance of the ad in

6   combination with the automatically selected ad

7   landing page to remove ad landing page independent

8   factors that may influence the ad performance.

1   Claim 39 (original): The apparatus of claim 28 wherein

2   the plurality of candidate ad landing pages are different

3   in at least one of the following (A) different

4   information, (B) different products offered for sale, (C)

5   different services offered for sale, (D) different

12

6   product prices, (E) different service prices, (F)

7   different formatting, and (G) different shipping charges.

1   Claim 40 (previously presented): Apparatus for

2   facilitating the comparison of different {ad landing

3   page, ad creative} combinations associated with an

4   advertiser, the apparatus comprising:

5   at least one processor;

6   at least one input/output interface unit; and

7   at least one storage device, the storage device

8   storing program instructions which, when executed by the

9   at least one processor, perform a method including:

10   a)   automatically selecting one of a plurality of

11   candidate {ad landing page, ad creative}

12   combinations for an ad to be served, at least some

13   of the combinations including different ad landing

14   pages associated with the advertiser;

15   b)   automatically assembling the ad to include the

16   selected ad creative and the selected ad landing

17   page of the selected {ad landing page, ad creative}

18   combination;

19   c)   serving the assembled ad; and

20   d)   tracking a performance of the ad in combination

21   with the automatically selected {ad landing page, ad

22   creative} combinations, such that, for the ad, a

23   performance for each of the plurality of {ad landing

24   page, ad creative} combinations, used when serving

25   the ad, is separately tracked,

26   wherein the performance of the ad in combination

27   with the automatically selected {ad landing page, ad

28   creative} combinations tracked is at least one of

29   conversion performance, sales per ad selection, sales per

13

30 ad impression, earnings per ad selection, and earnings
31 per ad impression.

Claim 41 (canceled)

1 Claim 42 (original): The apparatus of claim 40 wherein
2 the plurality of candidate ad landing pages are different
3 in at least one of the following (A) different
4 information, (B) different products offered for sale, (C)
5 different services offered for sale, (D) different
6 product prices, (E) different service prices, (F)
7 different formatting, and (G) different shipping charges.

1 Claim 43 (previously presented): Apparatus for
2 facilitating the comparison of different {ad landing
3 page, ad serving criteria} combinations associated with
4 an advertiser, the apparatus comprising:
5   at least one processor;
6   at least one input/output interface unit; and
7   at least one storage device, the storage device
8 storing program instructions which, when executed by the
9 at least one processor, perform a method including:
10   a) automatically selecting one of a plurality of
11   candidate {ad landing page, ad serving criteria}
12   combinations for an ad to be served, at least some
13   of the combinations including different ad landing
14   pages associated with the advertiser;
15   b) automatically assembling the ad to include the
16   selected ad landing page of the selected {ad landing
17   page, ad serving criteria} combination;
18   c) serving the assembled ad; and

14

19   d) tracking a performance of the ad in combination

20   with the automatically selected {ad landing page, ad

21   serving criteria} combination, such that, for the

22   ad, a performance for each of the plurality of {ad

23   landing page, ad serving criteria} combinations,

24   used when serving the ad, is separately tracked,

25   wherein the performance of the ad in combination

26 with the automatically selected {ad landing page, ad

27 serving criteria} combinations tracked is at least one of

28 conversion performance, sales per ad selection, sales per

29 ad impression, earnings per ad selection, and earnings

30 per ad impression.

Claim 44 (canceled)

1 Claim 45 (original): The apparatus of claim 43 wherein

2 the plurality of candidate ad landing pages are different

3 in at least one of the following (A) different

4 information, (B) different products offered for sale, (C)

5 different services offered for sale, (D) different

6 product prices, (E) different service prices, (F)

7 different formatting, and (G) different shipping charges.

1 Claim 46 (previously presented): Apparatus for

2 facilitating the comparison of different types of ad

3 landing pages associated with an advertiser, the

4 apparatus comprising:

5   at least one processor;

6   at least one input/output interface unit; and

7   at least one storage device, the storage device

8 storing program instructions which, when executed by the

9 at least one processor, perform a method including:

15

10   a) automatically selecting one of a plurality of

11   candidate ad landing pages associated with the

12   advertiser, wherein each of the plurality of

13   candidate ad landing pages has a different type, for

14   an ad to be served;

15   b) automatically assembling the ad to include the

16   selected ad landing page;

17   c) serving the assembled ad; and

18   d) tracking a performance of a set of ads in

19   combination with the type of the automatically

20   selected ad landing page, such that, for the ad, a

21   performance for each of the plurality of types of

22   landing pages, used when serving the ad, is

23   separately tracked,

24   wherein the performance of the set of ads in

25 combination with the type of the automatically selected

26 ad landing page tracked is at least one of conversion

27 performance, sales per ad selection, sales per ad

28 impression, earnings per ad selection, and earnings per

29 ad impression.

1 Claim 47 (original): The apparatus of claim 46 wherein

2 the different types of ad landing pages have different

3 formatting styles.

Claims 48-54 (canceled)

1 Claim 55 (currently amended): A <u>computer-implemented</u>

2 method for facilitating the comparison of at least two

3 different ad landing pages associated with an advertiser,

4 the <u>computer-implemented</u> method comprising:

5   a) for an ad to be served at a first time

16

6   i) automatically selecting, using a computer
7   system including at least one processor and at
8   least one storage device, a first ad landing
9   page from a plurality of candidate ad landing
10   pages associated with the advertiser, and
11   ii) serving an instance of the ad with a link
12   to the first ad landing page;
13 b) for the ad to be served a second time
14   i) automatically selecting, using the
15   computer system, a second ad landing page,
16   different from the previously selected first ad
17   landing page, from the plurality of candidate
18   ad landing pages associated with the
19   advertiser, and
20   ii) serving, using the computer system, an
21   instance of the ad with a link to the second ad
22   landing page;
23 c) tracking, using the computer system, the
24 performance of instances of the ad having a link to
25 the first ad landing page; and
26 d) tracking, using the computer system, the
27 performance of instances of the ad having a link to
28 the second ad landing page,
29 wherein the performance of the ad in combination
30 with the automatically selected first and second ad
31 landing pages tracked is at least one of conversion per
32 impression performance, conversion per selection
33 performance, sales per ad selection, sales per ad
34 impression, earnings per ad selection, and earnings per
35 ad impression.

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1   Claim 56 (previously presented): Apparatus for

2   facilitating the comparison of at least two different ad

3   landing pages associated with an advertiser, the

4   apparatus comprising:

5   at least one processor;

6   at least one input/output interface unit; and

7   at least one storage device, the storage device

8   storing program instructions which, when executed by the

9   at least one processor, perform a method including:

10   a) automatically selecting

11   i) for an ad to be served at a first time, a

12   first ad landing page from a plurality of

13   candidate ad landing pages associated with the

14   advertiser, and

15   ii) for the ad to be served a second time, a

16   second ad landing page, different from the

17   previously selected first ad landing page, from

18   the plurality of candidate ad landing pages

19   associated with the advertiser;

20   b) serving

21   i)   an instance of the ad with a link to the

22   first ad landing page, and

23   ii) an instance of the ad with a link to the

24   second ad landing page; and

25   c) separately tracking the performance of

26   i)   instances of the ad having a link to the

27   first ad landing page, and

28   ii) instances of the ad having a link to the

29   second ad landing page,

30   wherein the performance of the ad in

31   combination with the automatically selected first and

18

32   second ad landing pages tracked is at least one of

33   conversion per impression performance, conversion per

34   selection performance, sales per ad selection, sales per

35   ad impression, earnings per ad selection, and earnings

36   per ad impression.